PUBLIC OPINION

IN BAHRAIN
ABOUT THE UNITED NATIONS

The United Nations Department of Public Information commissioned a public opinion poll in Bahrain to assess the awareness, knowledge and image of the UN. The poll was conducted during February and March 1992.

■ THE RESULTS IN BRIEF

- About two thirds of Bahrainis say television is their primary source of information about the United Nations.
- Both radio and newspaper users have higher recall levels of UN agency names than television viewers.
- UNICEF and UNESCO are the agencies mentioned most often by the respondents.

SOURCES OF INFORMATION ON THE UN

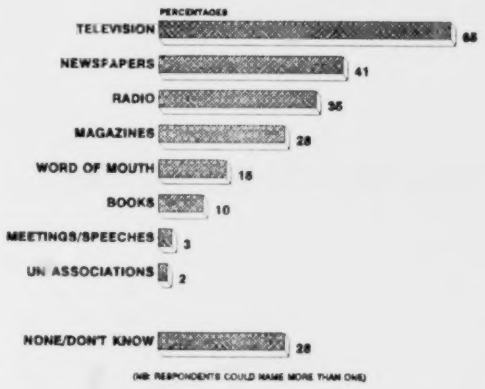

FIGURE 1

SOURCES OF INFORMATION

Two thirds of Bahrainis report that television (65 per cent) is the primary source from which they receive information about the United Nations, followed by newspapers (41 per cent), radio (35 per cent) and magazines (28 per cent).

More young (15-34 years-old) than old people (35 and up) refer to television as their main source of information about the UN. However, radio and newspaper users have a higher degree of recall regarding names of UN agencies, bodies and institutions.

Few of the people of Bahrain (15 per cent) recall being taught about the United Nations at school. Most who say they are taught in secondary school.

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TEACHING ABOUT THE UNITED NATIONS

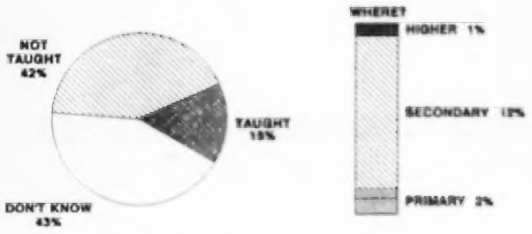


FIGURE 2

AWARENESS OF THE UNITED NATIONS

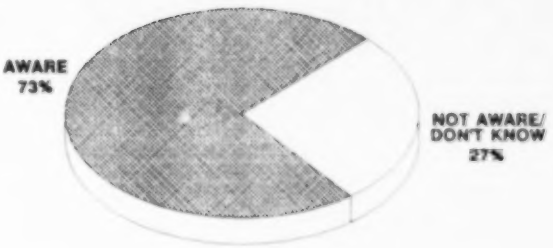


FIGURE 4

ABILITY TO NAME A UN INSTITUTION

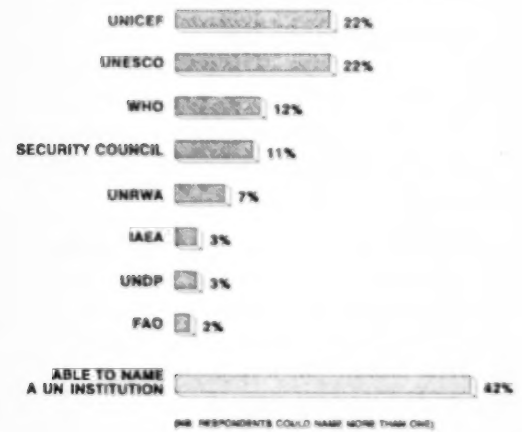


FIGURE 3

AWARENESS AND KNOWLEDGE

Three fourths of Bahrainis know about the United Nations. People with a secondary education and above are more likely to have heard of the UN than those with lower levels of education. The same holds true with occupation. Respondents who are at the higher end of the spectrum (professionals and managers) say they are aware of the UN more often than those who are unskilled and/ or those who are employed in the area of farm/trade.

Forty-two per cent of the people of Bahrain can name a United Nations' agency, body or institution. UNICEF and UNESCO are equally known (22 per cent) by Bahrainis, followed by WHO (12 per cent) and the Security Council (11 per cent). Respondents with advanced education are more likely to name a UN-related agency, body or institution than those who are without a formal education. For example, 46 per cent of the university-educated know about UNICEF and UNESCO compared to three per cent of the people without a formal education.

IDENTIFICATION OF THE UN SECRETARY-GENERAL

More than half of the respondents are able to choose from a list of office-holders Mr. Boutros Boutros-Ghali as the current Secretary-General.

Of those who can identify the Secretary-General, 92 per cent say television is their primary source of information about the United Nations.

RATING UN PERFORMANCE

About one fourth of Bahrainis give the UN a positive rating. Among those with secondary and university training, the UN is seen in a more positive light than among those with less education.

REASONS FOR UN PERFORMANCE RATING

Bahrainis believe the United Nations plays a positive role in helping to solve disputes among nations. An additional example of why the respondents think the UN is doing a good job is the assistance the UN provides to victims of natural disasters.

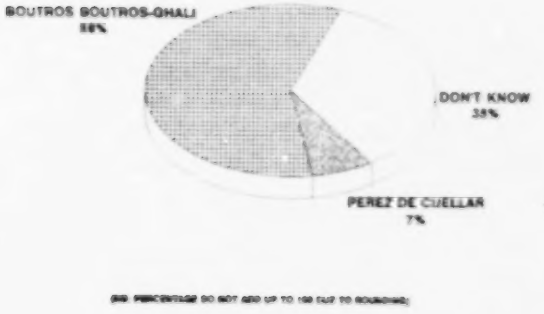
Those who are critical say the UN can be more effective at providing solutions to the problems on its agenda. They also say the UN lacks impartiality, particularly with regard to the Middle East crisis.

INTEREST IN UN ISSUES

The work that the UN does in relation to international peace and security is the issue in which most Bahrainis say they would like to receive more information. They are also interested in UN issues relating to human rights, children, world food problems and equal rights for women.

The work of the UN in general, the international debt crisis, international law and treaties, decolonization and African economic recovery are the UN issues in which the people of Bahrain shown a lesser interest.

IDENTIFYING THE UN SECRETARY-GENERAL



(DO PERCENTAGES DO NOT ADD UP TO 100 DUE TO ROUNDING)

FIGURE 5

UN PERFORMANCE RATING

FIGURE 6

INTEREST IN UNITED NATIONS ISSUES

	VERY INTERESTED %	SOMEWHAT INTERESTED %	NOT INTERESTED %
INT'L PEACE AND SECURITY	37	42	21
HUMAN RIGHTS	34	35	31
CHILDREN'S ISSUES	28	31	40
WORLD FOOD PROBLEMS	24	32	45
EQUAL RIGHTS FOR WOMEN	23	33	44
RACIAL DISCRIMINATION	22	34	43
REFUGEES & DISASTER RELIEF	21	34	45
DISARMAMENT	19	38	43
DRUG ABUSE	19	35	47
CRIME PREVENTION	18	35	47
ENVIRONMENTAL PROTECTION	16	29	55
IMPROVING HOUSING CONDITIONS	14	27	59
TRADE AND DEVELOPMENT	13	29	57
AIDS	12	27	61
ECONOMIC DEVELOPMENT	12	24	65
NEW WORLD INFORMATION ORDER	12	29	59
POPULATION ISSUES	11	28	60
APARTHEID IN SOUTH AFRICA	10	29	60
THE WORK OF THE UN IN GENERAL	9	43	47
INT'L DEBT CRISIS	6	19	75
INT'L LAW AND TREATIES	5	22	74
DECOLONIZATION	5	24	71
AFRICAN ECONOMIC RECOVERY	3	21	76

FIGURE 7

HOW THE POLL WAS DONE

The poll was conducted in Bahrain by the Market Research Organization (MRO) based in Amman, Jordan. A representative sample of 998 adult men and women were interviewed face to face in the respondent's homes. The interviews were carried out during February and March 1992. The margin of sampling error is estimated at ± 3 per cent.

The Programme Evaluation and Communications Research Unit of the United Nations Department of Public Information undertakes public opinion polls to "analyse trends of public opinion throughout the world about the activities of the United Nations and the extent to which an informed understanding of the work of the United Nations is being secured". General Assembly resolution 13(1), paragraph 13, Annex 1 of 13 February 1946.

CONCLUSION

In Bahrain, television is the main source of information about the United Nations. However, recall of UN agencies, bodies and institutions is higher among radio and newspaper users than among television viewers. The UN is known to almost three fourths of the Bahrainis and about half of them give the UN a positive evaluation.

For more information, contact the Programme Evaluation and Communications Research Unit, Department of Public Information, United Nations, New York, N.Y. 10017 Phone (212) 963-6872, Fax (212) 963-6601

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